

About us

Transforming the ordinary

Having started our journey in a garage at Foras Road, Bombay (now known as Mumbai), we have never stopped believing in the joy and power of transformation. For the past 80 years, we have given our all to help people find beauty in the ordinary and transform their world with colours.

In the process, we too have transformed ourselves. Driven by our strong customer-focus and innovative zeal, we have emerged as the preferred brand for paints since 1967.

We continue to manufacture a wide range of coatings for decorative and industrial use and offer wall coverings, adhesives and services under our portfolio. We are also present in the Home Décor segment including Kitchen and Bath fittings.

Apart from sanitizers and surface disinfectants, we have expanded into the décor segment, wherein we offer a range of lightings, furnishings and furniture.

Through our partnerships with top brands and market leaders, we are diversifying our business of interior decoration and moving into the manufacture of uPVC windows and door systems as well.

Highest standards of ethics, professionalism, stakeholder transparency and a deep desire to excel in whatever we do have fuelled our growth and helped us build an iconic brand recall. We are committed to deliver growth along the triple bottom line of people, planet and profit.

Purpose

We exist to beautify, preserve, transform all spaces and objects, bringing happiness to the world

Stature

#1

Paint company in India

3rd

Largest paint company in Asia

9th

Largest paint company globally

80

Years of delivering joy

Scale

60+

Markets served

26

Paint manufacturing facilities worldwide

₹ 28,923.5 Crores

Consolidated Revenue from Sale of products and services

Reach

29

Beautiful Homes stores in India

450+

Colour Ideas stores in India

145,000+

Retail Touch Points in India

People

12,000+

Global workforce

200+

Scientists driving innovation

Our Offerings

Products

- Paints
- Wall Coverings
- Textures Painting Aid
- Waterproofing
- Wall Stickers
- Mechanised Tools
- Adhesives
- Modular Kitchens and Wardrobes
- Bath Fittings and Sanitaryware
- Sanitizers and Surface Disinfectants
- Furniture, Furnishings and Lightings

Services

- Safe Painting Services
- Interior Design Services
- Experience Retail Stores
- Colour Consultancy
- Projects
- San Assure Services
- Waterproofing Solutions
- Wood Solutions